

Abstract

A method of providing directed search for a web site address identified via a media channel and a method for creating a directed search database of web sites identified via a media channel. A preferred method of

5 providing directed search for a web site address identified via a media channel comprises creating a database containing one or more web site identifiers associated with the identification of the web site address; permitting a user to search the database by inputting at least one of the web site identifiers; and providing to the user a search response including one or more web site

10 addresses identified via the media channel. A preferred method for creating a directed search database of web sites identified via a media channel comprises providing each of a plurality of information providers access to a secured portion of the database; providing each information provider a plurality of identifier categories; allowing each information provider to store in the secured portion of

15 the database a plurality of identifiers associated with a web site identified via a media channel, wherein each identifier corresponds to an identifier category; and creating a search query with the plurality of identifier categories, wherein a user searches the database by inputting at least one identifier in the search query, and a search result including a web site associated with the input identifier is

20 provided when the search query is executed.